BROADENING OUR REACH AND DEEPENING OUR IMPACT

Building on our accreditation with Imagine Canada in 2016, Ve’ahavta has been in the process of professionalizing our programs and services to enable us to broaden our reach and deepen our impact.

We began 2018 with the clarification of our mission and vision and the creation of a cohesive narrative describing how our programs achieve our mission. We created a Volunteer Services Department and completed an internal restructure of the organization’s programming departments. A new training program, Building Foundations for Women, was successfully launched, fully funded by the Azrieli Foundation and the Ontario Trillium Foundation.

In 2019, we will continue to focus on overall organizational growth with our current program offerings. Specific growth targets have been identified in all programming areas including:

• Developing innovative opportunities to increase volunteer hours by 50%
• Increasing the number of graduates from all training programs (paid and unpaid) by 13–30% (depending on the program)
• Increasing the percentage of participants enrolling in more than one program
• Reintroducing the Creative Writing Contest combined with the annual MYTORONTO Photography Contest
• Developing a new strategic plan that will take us into 2022 and an accompanying strategic marketing plan that will enable us to increase organizational visibility and achieve our expansion goals

We hope that you will continue to follow our progress towards achieving these exciting goals in the coming months. We invite you to contact us with any questions or suggestions that you may have.

In closing, we would like to express our utmost gratitude to all of our donors, volunteers, staff and leadership who make this work possible. We thank you for your compassion, generosity and commitment to making this world a better place.

Gary Samuel, Chair, Ve’ahavta Board
Cari Kozierok, Executive Director, Ve’ahavta
OUR MISSION
Ve’ahavta is a Jewish humanitarian organization dedicated to promoting positive change in the lives of people of all faiths and backgrounds who have been marginalized by poverty and hardship. Ve’ahavta mobilizes volunteers in meaningful hands-on experiences to fulfill our collective responsibility to care for our neighbour.

We’re Mobilizing the Community
Ve’ahavta creates a path to grow empathy, responsibility and agency among community members.

COMMUNITY PROGRAMMING
Community events, workshops and youth programs raise awareness and inspire new and future volunteers for the organization.

VOLUNTEERISM
Programs include hands-on, often frontline, volunteer roles for community members. Roles meet the needs and schedules of volunteers of all ages and walks of life including past participants.

LEADERSHIP
Volunteers provide expert guidance through program advisory, fundraising and finance committees, and as members of our Board of Directors. Past participants also guide program design.

PHILANTHROPY
Charity is an important way for people of all ages to support our work and make a difference. In addition to individual gifts, people can organize their own fundraisers and clothing drives and make legacy gifts.
We’re Creating Positive Change

Ve’ahavta’s programs create a path for people affected by poverty to progress toward achieving their goals.

**Paid Work Placement Training Programs**
Individuals learn job-specific skills, such as public speaking, kitchen management, peer support and sales, while earning money in preparation for the workforce.

**Work and Life Skills Training Programs**
Combining classroom learning, vocational assessments and individual work with a social worker, programs provide participants with the tools needed to achieve their employment or educational goals.

**Expressive Arts Programs**
Creative arts contest programs facilitate creative expression, peer connection and new skill development. Contest winners receive cash prizes and the opportunity to have their work featured at public exhibits.

**Relief and Referral**
Our outreach van program provides essential supplies, hot meals, clothing and referrals to community agencies to support people living on or near the streets of Toronto. Staff follow-up support addresses housing, employment, health and addiction challenges.
Ve’ahavta’s programs are designed to foster positive change for people marginalized by poverty and hardship. The five essential elements necessary for change are incorporated into each program. This creates a reinforcing cycle that builds as individuals enrol in multiple programs.

1. DIGNITY
Meet people where they are without an agenda. Demonstrate caring to remind them of their inherent strengths and value.

2. COMMUNITY
Reduce social isolation through the creation of support networks with peers, volunteers and staff.

3. LEARNING
Teach new hard and soft skills needed to make change. Increase confidence and competence.

4. IMPLEMENTATION
Provide opportunities to practice and refine new skills in a supportive environment.

5. ACHIEVEMENT AND RECOGNITION
Celebrate success through program graduation, recognition events and income to support them to take the next steps on their journey toward change.
COMMUNITY

Overwhelmed by the magnitude of poverty and homelessness, people who genuinely care often feel helpless to make a difference and can become desensitized to the people affected. The community is mobilized when the three essential keys to action are heightened: Responsibility, Empathy and Empowerment.

Ve’ahavta reawakens a sense of personal responsibility in community members informed by the following Jewish and universal values:

- **Gemilut Chasadim** (acts of loving kindness)
- **Tzedakah** (charity)
- **Tikun Olam** (the call of everyone to repair/improve the world)

Increase awareness and knowledge of poverty and homelessness

Provide opportunities for direct contact with affected individuals and connection at the human level

Provide opportunities to act through:

- Volunteerism
- Leadership
- Philanthropy

Demonstrate impact and create meaning and fulfillment to encourage further action
CLIENT PROGRAMS: Ve’ahavta’s programs are designed to create a non-linear path through which people can travel based on their own readiness. The programs help them move towards achieving their unique goals. There are four pillars on the path:

1. RELIEF & REFERRAL:

MOBILE JEWISH RESPONSE TO HOMELESSNESS (MJRH) OUTREACH VAN

Our outreach van program provides immediate relief and referrals for people experiencing homelessness. Outreach workers and peer support workers, together with a team of volunteers, provide hot meals, essential clothing and hygiene supplies, six days per week. Staff provide clients with follow-up support and referrals to community agencies to assist with access to housing, mental health and addiction treatment and other available resources. The respectful and dignified manner in which volunteers and staff interact with clients restores their trust and increases the likelihood of successful referrals.

<table>
<thead>
<tr>
<th></th>
<th>2018 Stats</th>
<th>2019 Goals</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service visits</td>
<td>20,441</td>
<td>23,086</td>
<td>13%</td>
</tr>
<tr>
<td>Sleeping bags distributed</td>
<td>177</td>
<td>200</td>
<td>13%</td>
</tr>
<tr>
<td>Referrals to community agencies</td>
<td>1,022</td>
<td>1,380</td>
<td>35%*</td>
</tr>
<tr>
<td>Volunteer hours</td>
<td>4,407</td>
<td>4,977</td>
<td>13%</td>
</tr>
<tr>
<td>Unique volunteers</td>
<td>485</td>
<td>547</td>
<td>13%</td>
</tr>
</tbody>
</table>

* Due to addition of peer support workers
“The outreach workers are so important to us and they provide so much, whether it is just spending time with us or giving us the stuff we need. Ve’ahavta is amazing and we rely on them so much.” – Van Client
2. EXPRESSIVE ARTS PROGRAMMING:

**MYTORONTO PHOTOGRAPHY CONTEST & CREATIVE WRITING CONTEST**

Expressive arts programming, through the MYTORONTO Photography Contest and Ve’ahavta’s Creative Writing Contest, enables people who have experienced hardship the chance to engage in artistic expression, make meaningful connections and learn new skills.

Volunteer experts, Ryerson University’s School of Image Arts and the Toronto Writers Collective provide workshops and mentoring for the participants, enabling them to develop their skills in photography and writing.

Expressive arts allow participants the chance to share their stories and their perspectives through a creative outlet, which has long been demonstrated to have therapeutic benefits. With a low barrier to participation, the creative contests serve as an entry point for participants to learn more about and register in other Ve’ahavta programs as they continue on their path toward change.

<table>
<thead>
<tr>
<th></th>
<th>2018 Stats</th>
<th>2019 Goals</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contest participants</td>
<td>111</td>
<td>128</td>
<td>15%</td>
</tr>
<tr>
<td>Further enrolment in</td>
<td>28%</td>
<td>33%</td>
<td>20%</td>
</tr>
<tr>
<td>Ve’ahavta programs</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
“There are artists who have brilliant talents and they’ve shown through this project what can happen when you put a little bit of power in the hands of the powerless.”
– Bob, MYTORONTO participant
3. WORK & LIFE SKILLS TRAINING PROGRAMS:

VE’AHAVTA STREET ACADEMY & BUILDING FOUNDATIONS FOR WOMEN

An innovative 12-month adult education program, the Ve’ahavta Street Academy (VSA), in partnership with George Brown College, provides participants with practical skills and support to achieve their goals. Volunteer experts deliver workshops on a wide range of work and life skills topics, and students work weekly with a Ve’ahavta social worker to create individual goals and plans for success. Participants receive vocational assessments to build awareness of possible career paths and earn stipends to assist them in overcoming barriers to achieving their goals.

Success of the program is measured by three outcomes – enrolment in further education, employment or meaningful volunteer work. Our success rate is consistently above 75%.

Building Foundations for Women (BFW) was launched in 2018. Modelled after the successful VSA, this program was designed to address the unique needs of women and provide the specialized support needed to achieve their goals.

<table>
<thead>
<tr>
<th></th>
<th>2018 Stats</th>
<th>2019 Goals</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total applicants screened</td>
<td>54</td>
<td>105*</td>
<td>94%</td>
</tr>
<tr>
<td>Graduates</td>
<td>33</td>
<td>64*</td>
<td>94%</td>
</tr>
<tr>
<td>Successful outcomes</td>
<td>75%</td>
<td>77%</td>
<td>2%</td>
</tr>
</tbody>
</table>

* Expected significant growth in 2019 due to first full year of BFW
Lisa Visconti

Going from stability – a house, family, employment – to absolutely nothing in a matter of days is soul-crushing. I know what it feels like to look for food in garbage cans. I know the despair people feel when they reach out for help and are given a subway token to go to a shelter.

I know because it happened to me. I used to work in the corporate world. Then in my mid-30s with two young children, I lost everything. I disconnected from my family, became homeless, was diagnosed with having bipolar disorder and told I would never work again. I felt I had nothing to live for.

Then I learned about the Ve’ahavta Street Academy (VSA) and was accepted into this essential skills training program. VSA provided the education and inclusive, supportive classroom atmosphere that contributed to the well-being I experience today. I went from living on the streets to thriving in Ve’ahavta’s programs. I even ended up working as the VSA program assistant for five sessions.

By attending Ve’ahavta’s Speaker’s Bureau, I gained the skills, confidence and the ability to speak publicly about my story and the issues of homelessness, poverty and mental illness. I am also an ambassador for my community in Parkdale and am on the board of the Parkdale Activity-Recreation Centre.

Without Ve’ahavta, I would not have been able to inspire people to make a difference. I am grateful for all the doors they have opened and guided me through.
4. PAID WORK TRAINING PLACEMENT PROGRAMS:

MEAL BOX, MYTORONTO ENTREPRENEURSHIP PROGRAM, SPEAKERS BUREAU & PEER SUPPORT WORKERS

Paid work training placements provide further preparation for the workforce with professional development for job-specific skills and high levels of support.

**MEAL BOX:** A paid internship program where Kitchen Interns manage a kitchen and lead a team of volunteers to prepare hot meals that are distributed by our mobile outreach van each night. Interns receive ongoing professional development throughout their placement, including certification in food handling and first aid. As they complete their placements, interns are supported by Ve’ahavta to achieve successful outcomes defined as employment, further education or meaningful volunteer work.

**MYTORONTO ENTREPRENEURSHIP PROGRAM:** Through weekly training workshops with volunteer experts, participants learn the skills of running a small entrepreneurial enterprise. Products such as prints, calendars and greeting cards are created from the MYTORONTO Photography and Creative Writing Contests’ winning submissions. With support from mentors and staff, vendors purchase products at wholesale prices, sell them in hosted sales locations and generate income for themselves. Vendors learn supply management and sales skills, experiencing entrepreneurship at a micro level.

**SPEAKERS BUREAU:** Using the Toastmasters’ public speaking model, volunteer experts teach weekly workshops on the art and skill of public speaking. Participants learn how to craft and share their personal stories in front of an audience and are provided paid speaking engagements for community groups and corporate partners.

**PEER SUPPORT WORKERS:** In partnership with Street Health, participants receive intensive and ongoing training to provide outreach support for the MJRH outreach van. With mentorship by Ve’ahavta outreach workers, Peer Support Workers develop their field skills and experience while earning income, further preparing them for the workforce.

<table>
<thead>
<tr>
<th></th>
<th>2018 Stats</th>
<th>2019 Goals</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of participants</td>
<td>42</td>
<td>60</td>
<td>43%</td>
</tr>
<tr>
<td>Total participant revenue</td>
<td>$30,960</td>
<td>$48,678*</td>
<td>57%*</td>
</tr>
<tr>
<td>% engaged in other Ve’ahavta programs</td>
<td>50%</td>
<td>60%</td>
<td>10%</td>
</tr>
</tbody>
</table>

* Due to the addition of the Peer Support Workers program
Lev’s story

When I was in my early 40s, I experienced a series of unfortunate events which led to a long stretch of unemployment and struggles with mental health. My employment gap became an employment barrier.

In April 2017, I saw a job posting for a work placement with Ve’ahavta’s Meal Box program for people who had experienced homelessness, poverty or other barriers. It was a perfect fit.

Ve’ahavta welcomed me even though I had not been working for a long time. They supported me getting back into the workforce and consistently encouraged me. I started as the Kitchen Coordinator (Intern) one day a week supporting the Meal Box volunteers to prepare healthy meals for distribution by Ve’ahavta’s outreach van. I later became the Volunteer Coordinator Assistant. While I was working with the Meal Box program, I got married and have been married for almost two years now.

Today, I am employed as a part-time personal caregiver helping seniors and people living with disabilities stay independent. I have rebuilt my life and now have the skills, tools and resilience I need to face any challenges that come my way. My father, a survivor of Auschwitz, has always emphasized the importance of tikun olam (repairing the world). It’s meaningful to me that I get to lift up the lives of others while I work to improve my own.

Ve’ahavta enabled me to address my employment gap. I am also glad to have reconnected to the Jewish community through this wonderful organization that is inclusive of people of all faiths and backgrounds.
COMMUNITY MOBILIZATION: We believe that people care and want to make a difference. Ve’ahavta creates a path to grow empathy, responsibility and empowerment in community members to mobilize them. There are four pillars on the path:

1. COMMUNITY PROGRAMMING

YOUTH: B’NAI MITZVAH, TIKUNGEN LEADERSHIP AND TIKUN OLAM CAMP
COMMUNITY: PASSOVER AND TU B’SHVAT SEDERS AND TIKUN WORKSHOPS

Community events, workshops and youth programming are designed to both raise awareness of the issues and inspire new and future volunteers for the organization.

Putting the Jewish values of chessed, tzedakah and tikun olam into practice, our Youth Social Action programming is designed to increase a sense of responsibility, empathy and empowerment in preteens and teens. Learning about the issues surrounding poverty and hardship, concrete opportunities to act through volunteering and fulfilling the imperative to give through supported fundraising projects, youth are sensitized to the plight of others and know that they can do something to make a difference.

Community events for adults, families, social groups and corporate partners provide opportunities to learn and volunteer in group settings. Jewish holiday inspired events and group workshops provide rich and immersive learning experiences designed to increase empathy and awareness of the issues surrounding poverty and homelessness. People from all walks of life attend within the context of their work, family or social group and this serves as an entry point to volunteerism at Ve’ahavta.

<table>
<thead>
<tr>
<th>2018 Stats</th>
<th>2019 Goals</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of youth participants</td>
<td>673</td>
<td>750</td>
</tr>
<tr>
<td>Total # of adult participants</td>
<td>200</td>
<td>250</td>
</tr>
<tr>
<td>% of youth becoming volunteers</td>
<td>80</td>
<td>90</td>
</tr>
<tr>
<td>% of parents becoming volunteers</td>
<td>60</td>
<td>75</td>
</tr>
</tbody>
</table>
Lielle Lichtman

For the past year, I have been extremely involved with Ve’ahavta as part of my Bat Mitzvah journey. For my Bat Mitzvah project, I raised $1,000 selling slime with friends and used the money to purchase new warm clothes and accessories for Ve’ahavta’s clients. I am a graduate of their B’nai Mitzvah program, worked on fundraising initiatives and volunteered on the outreach van twice. I’m also planning to join the TikunGen leadership program.

As I mentioned in an article I wrote for the Canadian Jewish News, “The Ve’ahavta van is an extremely important thing but going out until late at night is intimidating for a 12-year-old. What if I get mugged? What if I die? Those were the hysterical thoughts running through my head as I boarded the Ve’ahavta van to feed people who are homeless in downtown Toronto. After [my experience], I realized that life isn’t fair, and it may never be, but I [helped people experiencing poverty and homelessness]. That is a feeling I will never forget.”

I also went to Ve’ahavta’s Tikun Olam Winter Camp, which was a great opportunity to use my leadership skills and knowledge. My middle brother Gave and my cousins came too. I had an amazing time! Going to a Tikun Olam Camp educated me lots more on homelessness, poverty and ways I could help!
2. **VOLUNTEERISM**

Mobilizing community volunteers in meaningful experiences is an essential part of our mission. Every Ve’ahavta client program has been intentionally designed to include essential hands-on roles for volunteers. We believe that by providing opportunities for people to give of their time and talents that their empathy for people affected by poverty and hardship increases as does their sense of empowerment to make a difference.

Volunteers convey to participants that people in the city care about them. Program participants report this as a key feature in the restoration of their sense of dignity and self-worth.

Ve’ahavta builds bridges between the Jewish and marginalized communities as past participants return to fill volunteer roles alongside community members.

Imbued with a sense of meaning and purpose, volunteers from all walks of life report that volunteering with Ve’ahavta has been life altering.

<table>
<thead>
<tr>
<th></th>
<th>2018 Stats</th>
<th>2019 Goals</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of unique volunteers</td>
<td>987</td>
<td>1,500</td>
<td>51%</td>
</tr>
<tr>
<td>Total volunteer hours</td>
<td>11,431</td>
<td>15,000</td>
<td>31%</td>
</tr>
<tr>
<td>Volunteering in more than one role</td>
<td>68%</td>
<td>75%</td>
<td>7%</td>
</tr>
<tr>
<td>Volunteers reporting increased empathy</td>
<td>87%</td>
<td>&gt;80%</td>
<td></td>
</tr>
<tr>
<td>Volunteers reporting increased knowledge/awareness</td>
<td>82%</td>
<td>&gt;80%</td>
<td></td>
</tr>
<tr>
<td>Volunteers satisfied with their experience</td>
<td>82%</td>
<td>&gt;80%</td>
<td></td>
</tr>
</tbody>
</table>
Naomi Silver

I went out on the Ve’ahavta van for my first volunteer shift two years ago and I was hooked. Every shift is a little different. I treasure the openness the clients have with me and the relationships I have developed over the years. I have mourned their losses and celebrated their successes.

I have certainly changed my thoughts and opinions on what lands a person on the street. Homelessness affects people from all walks of life, financial circumstances and education levels. These are the most resilient people I have ever met. I have seen the horrors of the shelters, the impact of substance use and the deterioration of health. I have also seen an incredible strength of spirit despite these circumstances.

The clients we encounter on the street are the most grateful, polite and gracious people. Their gratitude and manners should be a lesson to many. I am so blessed to have Ve’ahavta in my life.

My volunteer work has had a ripple effect on my family and community. Over the years, my front mudroom has become a makeshift donation centre where people in my community often drop off items. My love of volunteering with Ve’ahavta has spread through my neighbourhood. Everyone knows me as the lady who collects for people who are homeless. I love that!
3.  LEADERSHIP

Building upon the empathy gained through their volunteer experiences, individuals seeking greater and more in-depth involvement serve in leadership roles within the organization.

Volunteers who have expertise in program-specific areas, such as photography, food preparation, social services and business, provide expert guidance through our program advisory committees. Committees are inclusive and past participants are encouraged to join so that their direct experience and needs inform programming decisions.

Our Board of Directors and standing committees, including Fundraising and Finance, provide opportunities for individuals to guide the organization through policy development, legal, financial and governance oversight.

<table>
<thead>
<tr>
<th></th>
<th>2018 Stats</th>
<th>2019 Goals</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total leadership roles</td>
<td>246</td>
<td>328</td>
<td>30%</td>
</tr>
<tr>
<td>Total leadership hours</td>
<td>459.5</td>
<td>1,051</td>
<td>132%*</td>
</tr>
</tbody>
</table>

* Due to introduction of volunteer professional services roles

BOARD OF DIRECTORS
From top to bottom, (left to right): Ve’ahavta supporters Mel Cohen and Carol Picart; Board member Amalia Berg, Marlon Hershkop, Jay Krieger and Board member Susan Kagan; Poker Tournament Co-chairs: Ron Haber and Dan Chitiz; Executive Director Cari Kozierok and Ve’ahavta Board Chair Gary Samuel.
4. PHILANTHROPY

Individuals like to get involved and make a difference through philanthropy. In addition to annual individual gifts, many also support our work through monthly donations and self-initiated events to collect funds or needed items with friends and family at work or school. Increasingly, supporters are engaging in legacy giving through a variety of vehicles, such as life insurance policies, allocation of Canada Pension Plan benefits and leaving a bequest in their estate.

We are grateful for our many generous donors who fund Ve’ahavta’s important work. As the demand for our programs and services continues to increase, we continue to seek diversified revenue streams to support enhancements and growth. Thank you for your generous support!

2018 Major Donors

Listing acknowledges donations of $5,000+ in 2018. Please accept our sincere apologies for any errors or omissions.

Visionaries
City of Toronto
Distributel
Shirley Granovsky
Ontario Trillium Foundation

Groundbreakers
The Azrieli Foundation
Barter Network
The Ben and Hilda Katz Charitable Foundation
Evelyn Levine and Family
The Schulich Foundation

Innovators
Nani and Austin Beutel
Robert and Ellen Eisenberg
Jodi and Jason Chapnik
Milli Gould and Family

The Kimel Family
The Mayvon Foundation
The Robert Kerr Foundation
Molly Shainfarber and Effi Gold
An Anonymous Friend of Ve’ahavta

Trailblazers
Bridging Finance Inc.
Frederick and Douglas Dickson Memorial Foundation
Mark and Shelley Diamond
The Freeman Family
The Ganz Family Charitable Foundation
Michael and Cindy Garbe
The Gerald Schwartz and Heather Reisman Foundation

The Estate of Dr. Max Glassman
The Goldberg Family Foundation
Lianne and Bruce Leboff
Norman Levine and Shelley Harris
The Lawrence and Judith Tanenbaum Family Foundation
LIPCO Investments Inc.
David and Naomi Mansell
Marilyn Minden, Marty Cutler and Family
The Norman Black Foundation
The Nathan and Lily Silver Family Foundation
Ontario Realtors Care Foundation
Portfolio Management Corporation
Gary Samuel and Paula Zivot
Mary Lou Smith and Andrew Simor
Torkin Manes LLP Barristers & Solicitors
Westdale Properties
*Three Anonymous Friends of Ve’ahavta*

**Trendsetters**
Aird & Berlis LLP
Anthony and Marion Alberga
Robert Beliak and Tammy Glied
Deborah Berlach and Ron Csillag
Blue Swan Financial
BNY Mellon Wealth Management
Brandy Lane Corporation
Chitiz Pathak LLP
Shirley Cohen
Mathew Diamond and Gaelen Morphet
Shirley Diamond and Family
Downing Street Property Management
Downing Street Realty Partners
Anita Ekstein
First Narayever Congregation
Fred Victor
Fuller Landau LLP
GAMCO Investors, Inc.
Marika Glied and Family
Gluskin Sheff
Grayhawk Investment Strategies
Great Gulf Homes
David Green and Daphne Wagner
HSM LLP
Hughes Little Investment Management Ltd.
June Inc.
Shawn Kimel and Kate Schatzky
La-Prima Investments Ltd.
The Mariano Elia Foundation
Mazon Canada
Metrosphere Light Corp.
National Bank
Mark and Sheryl Nightingale
Victor and Naomi Pamensky
Paradise Homes
PearTree Canada
Ray Nissan Family Foundation
Rodenbury Investments Group
RZN, LLP, Chartered Professional Accountants
Scotia Wealth Management
Street Health
Turner Fleischer
Renee Unger
Vanguard Realty Brokerage Corp.
Wendy R. Eisen Endowment Fund
Henry Wolfond and Rochelle Reichert
Yabu Pushelberg Inc.
Carole and Bernie Zucker and Family
*An Anonymous Friend of Ve’ahavta*

**In-kind Supporters**
Aroma Espresso Bar
Beth Torah Congregation
Brookfield Properties
Discount Car and Truck Rentals
George Brown College
Gryfe’s Bagel Bakery
Habitat Services
Inner City Family Health Team
David and Anita Katz
Andrew Kotler and Harkel Office Furniture
Oxford Properties
Pattison Sign Group
Ryerson University School of Image Arts
Toronto Transit Commission
2018 REVIEW:

AT THE OUTSET OF 2018, THE FOLLOWING GOALS WERE SET AND ACHIEVED:

• Clarification of our Mission Statement

• Restructuring of the organization with consolidation of all programming areas under one department to increase coordination and communication between departments, create a management level in the organization and improve frontline staff support

• Development of a new Volunteer Services Department advised by a newly created Volunteer Advisory Committee

• Development of a cohesive organizational message for use in promoting Ve’ahavta to all stakeholders and potential stakeholders with a special focus on donors – “The Ve’ahavta Story” (see pg. 4-5)

• Improvement of administration ratio – reduced from 48% in 2016 to 33% in 2017 and to 29% in 2018

• Improvement of systemization, outcome measures and performance in all core programs (partially complete – ongoing in 2019)

• Professionalization of workplace culture through increased accountability and reporting, improvement of physical office space, including creation of onsite counselling room, staff lounge and organizing space

• Development of Strategic Plan 2019-2022 (partially completed – ongoing in 2019)
2019 ORGANIZATIONAL GOALS:

PROGRAMMING:
- Increased output: Following the 2018 restructure, capacity in most programs has increased. Specific enrolment and graduation targets have been developed for each program and performance management against targets occurring in 2019.
- Creative Expression programming – reintroduction of the Creative Writing Contest to be included in the MYTORONTO photography program.

ORGANIZATIONAL:
- Restructure Finance Department to streamline accounting procedures and improve efficiency through automation
- Professional Development – job-specific for management and frontline staff; technology training for all staff
- Communications:
  - Development of organizational marketing plan to increase visibility of Ve’ahavta and deliver the “Ve’ahavta Story” message to stakeholders; use of communications to market and fill Ve’ahavta programs with clients/volunteers
  - Creation of Communications Advisory Committee
- Fundraising:
  - Restructure department with focus on balanced staff role portfolios, performance monitoring through monthly and quarterly targets and balanced annual activities across quarters
  - Growth in corporate, monthly gifts, foundation and third-party events
  - Development of planned giving (legacy) campaign and Advisory Committee

2020 AND BEYOND – WHAT’S NEXT ON OUR HORIZON?
- JOB PLACEMENT: Partnership with JVS to create job placements with corporate partners for program graduates
- INCREASING PAID WORK OPPORTUNITIES: increased use of peer support workers
- VOLUNTEER PROFESSIONAL SERVICES: Volunteers providing legal, financial, tax and other professional services/advice
- MENTORSHIP/“BUDDY” PROGRAM: Matching volunteers to participants for one-on-one support and relationship building
2018 FINANCIALS

REVENUES

Individual Giving 44%
Events 21%
Foundations 12%
Government 12%
Contributed goods & services 9%
Earned Revenue 1%
Supporter-Led Initiatives 1%
Total 100%

The total funds raised by Ve'ahavta in 2018

$2,612,662

BUDGET

$1,661,306
$2,142,299
$2,359,366
$2,341,359
$2,626,403

2014 2015 2016 2017 2018

To see Ve'ahavta’s full 2018 financial statement, please visit veahavta.org
EXPENSES

Programming expenses 71%
Fundraising 20%
Administration 9%
Total 100%

Mobile Outreach 24%
VSA 18%
BFW 17%
Volunteer Services 14%
MYTORONTO 14%
Meal Box 11%
Other 2%
Total 100%
Ve’ahavta is proud to be awarded accreditation through the Imagine Canada Standards Program. Accreditation is given to charities and non-profits that have taken action to bolster trust with the public by reducing risk, improving board governance practices, and by showing transparency and accountability in the areas of finance and fundraising. The Standards Program also recognizes a strong workforce driven by excellence and leadership.

This “stamp of approval” is a symbol Canadians can trust when choosing to support an organization. As an accredited organization, Ve’ahavta stands by a strong work ethic, which includes a high level of performance, ethical practices and tremendous impact.
Our core values

Ve’ahavta is guided by these following Jewish principles:

Ve’ahavta L’reacha Kamocha (And you shall love the stranger as yourself): The commandment to care for others as you would wish to be cared for yourself.

Gemilut Chassadim (Acts of loving kindness): The moral obligation to give of oneself through acts of loving kindness towards others.

Tzedakah (Charity): The imperative to contribute charitably for the benefit of others.

Tikun Olam (Repair of the world): The call of each person to repair the world, leaving it better than it was before.
THE PEOPLE AND CULTURE OF VE’AHAVTA

We are as strong as our people. We believe that it is through the passion, collaboration, innovation and fortitude of each of our team members that we will achieve our mission and reach our goals. By investing in our employees through competitive compensation packages, professional development and training opportunities, equitable practices, and an inclusive and supportive work environment, we have created a highly engaged and motivated team, with a strong work culture.

In 2019, our focus is to increase professional development and training opportunities to both invest in our team and in the advancement of our collective work. Over $30,000 of funding through the Canada-Ontario Job Grant and other grant organizations has been secured for several custom training programs, including management training, technology training and frontline specific training for programming staff.

Staff celebrate the arrival of the new van that increases our capacity to serve our clients.
“Working for Ve’ahavta has been an incredible experience for me! I received many learning opportunities and expertise in various fields, developing my skills much further while fulfilling my role. On a personal note, Ve’ahavta provides me with an inclusive, warm and understanding workplace environment. This helped boost my confidence and instilled a productive work ethic that I’m sure will serve to help me in the future.”

– H.A., Ve’ahavta Staff Member